

VIBRANT SENIOR CENTERS AREN'T SILOS

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BRADD/AAAIL

WHERE WE STARTED

- Older Americans act of 1965: Authorizes grants to states to provide assistance in the development of new or improved programs for older persons.
- An older person is defined as aged 60 and older
- Concept of Senior Centers: The provision of activities that foster the health and social well-being of individuals through social interaction, education, and leisure
- Title III & Homecare Funding

WHAT “WAS” A SENIOR CENTER?

- Traditional senior centers activities- Bingo, potlucks, games, free classes
- COVID's impact on Senior Centers
- The reinvention of the idea of a “Senior Center”- bringing in new generations of seniors that aren't interested in the same types of center activities

TAKING A STEP BACK

What are we doing to address issues?

How are we learning about what seniors want out of a center?

Greatest Generation (1901-1924)
vs. Silent Generation (1925-1945)
vs. Boomers (1946-1964)

Federal and State funding is severely limited. The funding received can only go so far to enhance each center.

Shifting Generations

Greatest Generation

Born between 1901-1924

- Youngest are now 100
- Valued collective organization, patriotism, neighborliness
- Experiences include: WWI, Great Depression, America's first Boy Scouts and Girl Scouts,, worked easily in groups
- No television
- Translation
 - Potlucks
 - Sing-alongs
 - Games
 - Pitching in

Silent Generation

Born between 1925-1945

- They are 79-99 now
- Value more individual focus, rules and policies, price conscious
- Experiences include post WWII, Cold War, Korean Conflict, Civil Rights
- Television
- Translation
 - Congregate meals
 - Organized clubs
 - Free classes

Boomers

Born between 1946-1964

- They are 60-78 now
- The largest cohort in the U.S. Ever. Best Educated. Most affluent. Healthiest
- Value choice, quality, making a difference.
- Experiences include Vietnam War, Beatniks/Woodstock, Civil Rights
- Television, video, dawn of personal computers
- Translation
 - High quality programming
 - Short-term/focused commitments
 - Demonstrated impact
 - Choices in everything

REVIEW OF SENIOR CENTER SURVEY

- **Rebranding the "Senior Center"**
Examples include Senior Adult Community Center, Active Living Center, Senior Activity Center, etc.
- **Finding New Funding Sources**
Examples include funding from Local Governments, Fundraising Events, United Way, Private Donations, and United Way
- **Introducing New Activities**
Examples include live music, travel, crafts, holiday parties, and exercise classes

BREAKING DOWN THE SILOS

- Pilot with YMCA in Barren County
- IID Health Promotion classes
- Fundraising and Partnerships



LOOKING AHEAD

● Year 1

- Evaluate current services
- Survey participants
- Understand the needs of the community
- Review budget
- Focus on efficiencies

● Year 2

- Restructure hours, locations, center names
- Discuss improvements to programming
- Work with community partners
- Secure partnerships with foundations and donors for center and program enhancements

● Year 3

- Focus on sustainability
- Set a 5 year plan with goals
- Continue to receive community feedback and involvement

● and Beyond!

CONCLUSION

- Continue looking ahead at emerging trends, needs, and preferences of our senior population.
- Prioritize the primary reason for senior centers: the importance of socialization for the aging population in our region
- How we can all work together for the betterment of senior centers.





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THANK YOU

Questions?

